

LA MAKE-UP ACADEMY

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la make-up academy

DUBLIN / LOS ANGELES / LONDON



MAKE-UP
ACADEMY
AGENCY



welcome to the academy

all the photography you are about to see is actual student work



thank you for taking the
time to read our brochure



IFMA Irish Federation of
Makeup Artists

LA Make-Up offers world class programs spanning make-up, special effects, fashion studies, and styling. With studios in Dublin Ireland, London & Los Angeles California, we offer truly unparalleled education taught by award winning tutors that are leaders in the industry. Our unique educational hands-on approach ensures that our students receive the very best training available.

All our academis offer the highest standard of tuition with leading Irish and international beauty, make-up and fashion experts like Sarah-Jane Wai O'Flynn, Marie Joseph, Sínead Flanagan and Rebecca Rachael. Our award winning international tutors include: Kym Menzies Foster, Trish Heine and legendary make-up artist Maurice Stein. As well as catering for those seeking a career in the beauty, fashion and make-up industry, we offer a range of services to members of the public including hair and make-up styling, make-up lessons, wardrobe consultations and henna body art. You will also find Ireland's leading bridal styling experts LA White.

We provide full and part time modules to cater for all levels from introductory modules through to an intensive degree programme. Whilst attending the Academy students are given the fantastic experience of working on site with professional artists.

COURSES WE PROVIDE

- Module 1
- Module 2
- Module 3
- Beauty Therapy
- Fashion Styling
- Hair Styling Modules
- Start your own business course
- Special Effects Diploma
- Airbrushing
- Body Painting
- Los Angeles, New York, London Fashion week Make-Up course
- Bespoke Courses

RETAIL

- LA Make-Up Complete Range
- Cinema Secrets Range
- False Lashes
- Kit Boxes
- Kit Boxes including Lighting
- Bespoke Portfolios
- Make-Up Bags
- Make-Up Pouches
- Special Effect Make-Up
- Personalised Chairs
- Wigs
- Dermalogica

SERVICES WE PROVIDE

- Individual Lessons
- Make-Up & Hair
- Wardrobe Styling
- Henna
- Bridal Specialists
www.lawhite.ie
- In-house photographic studio
- LA Pro-Artists Membership Programme
- Threading



MAKE-UP
ACADEMY
AGENCY

This course is an excellent introduction to students who are contemplating a career but are unsure if a career in make-up is for them. You will cover daytime and evening make-up, smokey eyes, bridal and the application of both strip and individual lashes. Students attending Module 1 will be entitled to receive 'Pro Cards' for LA Make-Up, MAC, Make-Up For Ever, Cinema Secrets, Benefit, Faces, The Body Shop, One cosmetics and Bobbi Brown. This will enable you to purchase items at a discounted rate for that all essential make-up kit.

We are proud to offer LA MAke-Up students our unique work experience programme. Through our work experience programme, students will get the opportunity of applying their new skills with leading names in the Industry.

LA Make-Up students enjoy an open door policy allowing them not only to continue on the LA Work Experience programme but also to take part in our photoshoot sessions.

COURSE DURATION

Part time: 4 weeks

Day: Monday & Tuesday / Wednesday & Thursday

Time: 6.30 - 9.00pm.

You can download an application form from our website:

www.lamakeupacademy.com

module 1



the best thing is to look natural, but it takes
make-up to look natural

CALVIN KLEIN

The Module 2 course is designed for those wishing to pursue a career as a high fashion and bridal make-up artist. The curriculum begins with the very basic and fundamentals of make-up and progresses through to high fashion and catwalk looks.

All courses are taught by working celebrity make-up artists who are top of their chosen field. You will experience a different artist teaching every other day and so learn a wide range of methods and skills. This course also includes an exciting photoshoot to create two high fashion images for your all important portfolio.

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COURSE DURATION

Full time: 2 weeks

Day: Monday - Friday

Time: 10.00am - 4.00pm

Part time: 8 weeks

Day: Monday & Tuesday / Wednesday & Thursday

Time: 6.30pm - 9.00pm

You can download an application form from our website:

www.lamakeupacademy.com

module 2



in order to be irreplaceable one must
always be different

COCO CHANEL

This course is the ultimate for those seeking a career as a professional make-up artist. The course begins at foundation level and progresses through to bridal, high fashion/photographic and special effects. Specialist subjects covered include, tattoo covering, male make-up, and black & white photographic. Students will then progress to make-up for high def TV and Film, including straight ageing, airbrushing, special effects, fitting facial hair and wigs.

You will experience the highest level of training, taught by tutors from both Ireland and abroad. Every day brings a different tutor showing you the latest methods and techniques. All tutors at LA Make-Up are professional working make-up artists who are both in touch and informed on the latest in the world of make-up. This course is specifically designed for students who are serious about a career in make-up. On completion of this course, employment can be sought in freelance, editorial, catwalk, television & film. Students will be taught by top international make-up artists in a creative, hands-on environment.

The products used at LA Make-Up are top brand products from cosmetic houses such as MAC, Bobbi Brown, Nars, Laura Mercier and all airbrushing materials are supplied by world renowned Temtu. All LA Make-Up students will be entitled to receive 'pro cards' from LA Make-Up, MAC, Make-Up For Ever and Bobbi Brown that will enable them to purchase items at a discounted rate for that all essential make-up kit. As part of Module 3 students will complete a full day hair course with Ireland's leading stylists and

undertake an intensive business seminar as preparation for the industry.

Throughout the course, students will get the exciting opportunity to work with professional models from top Dublin agencies, with renowned photographers, and hair stylists on professional photoshoots. You will complete Module 3 with a full disc portfolio of 8 images.

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COURSE DURATION

Full time: 2 months

Day: Monday - Friday

Time: 10.00am - 4.00pm

Part time: 4 months & 2 Weekend Workshops

Day: Monday & Tuesday or
Wednesday & Thursday

Time: 6.30pm - 9.00pm

You can download an application form from our website:

www.lamakeupacademy.com

* PLEASE NOTE THAT THIS COURSE CAN BE PAID BY INSTALLMENTS.

module 3



zest is the secret of all beauty. There is no beauty that is attractive without zest.

CHRISTIAN DIOR

Welcome to Irelands innovative and creative Beauty Therapy course. this course takes you to a new level of professionalism within the fast paced world of beauty. beginning with prestigious Dermalogica facials and product training, to the creative world of Los Angeles MinX manicures and pedicures favoured by celebrities such as Beyoncé and Christina Aguilera. We are the only training academy in Ireland to train using Lycon waxing systems, with specialist waxing to include Californian, Brazilian and Hollywood celebrity fans include Minnie Driver, Sienna Miller and Victoria Beckham, it has also been featured in Marie Claire and Vogue.

Holistic Massage Therapies include Swedish, Aromatherapy, Deep Tissue and Hot Stone massage, Reflexology, Indian Head Massage and Hopi Ear Candling. Threading is one of the oldest methods of body hair removal. threading is a popular and exclusive treatment that will set you apart from the competition. Our training includes Eyelash Extensions designed to allow students to develop professional skills in the art of permanent Eye-Lash extension application. Spray tan training using Ireland's own WOW brown tanning systems unique formula leave each and every client with a radiant tan to suit all skin tones.

Permanent hair removal using SELECTIF PRO this method is the latest technology in the industry invented by the creator of laser hair removal this method of sonar hair removal is only recently available in Ireland and we will be the only training academy in Europe to train students with this method.

The High Fashion and Photographic Make-up part of this course takes you from the basic fundamentals of make-up and progress through to high fashion, catwalk and bridal.

This course has the unique ability to train you as an expert beauty Specialist and a High fashion and Make-up Artist with the added bonus of training in all the latest and exclusive training worldwide provided ONLY with LA Make-up.

COURSE DURATION

9 months - Full time

* PLEASE NOTE THAT THIS COURSE CAN BE PAID BY INSTALLMENTS

* STUDENTS MUST INTERVIEW FOR A PLACE ON THIS COURSE

beauty therapy

for every beauty there is an
eye somewhere to see it



LA Style Academy is the forerunner in the training of Image and Fashion Stylists. We pride ourselves in offering the first Fashion Styling Course in Ireland that offers students the most realistic, practical and technical training to work in the exciting and fast paced world of Fashion.

You will not only cover the History of Fashion from the 20's to the present, train to be an Image Consultant, Personal Stylist, Personal Shopper, Editorial Stylist, Show Producer, Fashion Writer, Set Designer, Visual Merchandiser, Visual Stylist and Window Dresser but you will also learn how to realistically gain experience in the Fashion Industry, advice on working freelance and setting up your own business every thing down to writing and sending an Invoice. Training will take place in the beautiful Studios of LA Make Up Academy.

You will have access to a Hi-tech photography studio and work with the Academy's professional Makeup artists and top hair stylists. All of this will ensure that you have wonderful images for your portfolio to show to potential clients. If you are considering a career in the wonderful world of Fashion, this is the course for you.

COURSE DURATION

3 months / 6 months

*** PLEASE NOTE THAT THIS COURSE CAN BE PAID BY INSTALLMENTS**

style course

fashions fade, style is eternal

YSL



We are excited to introduce our brand new 1 week 'ULTIMATE PRO' make-up course that will entail of the most professional and perfected techniques used by award winning make-up artists.

THE CURRICULUM OF THE COURSE COMPRISES OF:

Hollywood style high definition make-up for television:

Known as the 'Hollywood Trend,' makeup made for high definition resolution can create flawless makeup coverage on camera and off. With Television in High Definition providing audiences with superior image resolution and clearer pictures, actors, and news anchors are left with the challenge of maintaining an immaculate appearance. During this highly intensive day, using the best products, you will learn how to create that immaculate appearance those actors will love you for!

Airbrushing:

'Kym Mensies is THE queen of airbrushing in Europe'. This class is designed to cover beauty airbrush application. This class will cover subjects like flawless foundation, colour layering, creating and covering tattoos and the extensive range of new products available. Learn the differences between airbrushes on the market, and the ones preferred by top UK & Hollywood makeup artists. Learn stenciling and frisket techniques that you can add to your professional arsenal of skills. This class will benefit anyone looking for a new approach to painting techniques, not to mention set them apart from the competition!

High fashion:

If you have ever watched top models strut their stuff on the catwalk, you have probably noticed that along with the designer clothes, they wear high fashion makeup. Characterized by sharp lines, bold colour and glamorous glitter, we will show you how to research and create your own high fashion look. Combining basic principles and theories of make-up artistry with those of lighting and colour coordination, students are presented a fundamental foundation of understanding to enable and support their individual talents and visions.

Catwalk make-up inspired from the most prestigious fashions shows from Milan, London and New York:

'Trends are born on the Catwalk'. You will be taught the skills to create stunning looks for fashion catwalk. We will

teach you a variety of looks tailored for fashion and trends from the Autumn catwalks in London, New York & Milan. We will show mood boards and how the designers begin the process that finishes in the amazing make-up in shows from Chanel to Gucci to Prada.

Perfect Bridal & Make-Up for Ethnic Skin tones:

This course is designed to enable an understanding and knowledge on a variety of make-up selection and application techniques specifically for the bride and wedding party. You will be taught not only how to apply PERFECT bridal make-up but also new techniques that is a must for today's bride from foundation that will not budge to false lash layering. During the second part of the day, you will be provided with a model and work on one of the following: Oriental, Asian & African skin tones. The models are included in the cost of the course so you will gain practical experience of make-up application.

Portfolio photo shoot including hair, fashion and wardrobe styling on top UK models:

This exciting class is the final part of your amazing course. It enables you to experience a completely different dynamic of the industry, working on top models in the UK and with one of the best fashion photographers in London. This shoot will provide you with amazing images for your portfolio of both headshots and full length. Combined with your newfound make-up artistry skills, your portfolio will help you look like the ultimate pro that you have become!

This 1-week course will be headed by celebrity artist, Kym Mensies Forster and also taught by award winning master make-up artists. Our London studio is located in the prestigious St John's Wood area. LA Make-Up will provide all the make-up you will need, including MAC, Laura Mercier, Bobbi Brown, Nars, Stila. We supply all the airbrushing equipment & product that is from the world-renowned TEMPTU cosmetics and all haircare is from Toni & Guy and Bumble & Bumble New York.

COURSE DURATION

1 week - Intensive

ultimate professional
make over and photoshoot



a thing of beauty is a joy forever



W H I T E

LA White is Ireland's first five-star dedicated bridal service, creating the ultimate wedding experience for the discerning bride. Our select team of professional make-up artists, with combined experience of over 25 years, offers unrivaled expertise in application techniques, together with an appreciation of the importance of creating the perfect bridal look for you.

And because our artists are leading lights in the make-up industry, they can advise on the most up-to-the-minute trends and products, from revolutionary skincare treatments to eyelash extensions to brow threading. It's no wonder that LA White's artists are frequently interviewed on TV and their work is published in glossies in Ireland and internationally.

Your experience with LA White begins in our luxurious private bridal suite, at our studios, where you and a guest will be greeted with a glass of chilled champagne and chocolates! We feel it is important for you to bring a guest, whether it be your mum or perhaps one of your bridesmaids, just to share this special experience! Your dedicated artist will then discuss with you your vision for the day and of course reaching your dream look. It is so important to us at LA White to know what inspires you, and ensure that this element of your wedding fully compliments both you and the experience as a whole. We will then photograph your completed look, capturing you from different angles and

lighting to ensure you are confident and happy with the look created.

On your wedding day, your artist will travel to you to re-create your perfect bridal look and that of the wedding party. Your artist will stay until the last minute, for final touch ups and to ensure you feel and look exactly how you should on your wedding day! LA White do not charge a fee for our artists travel time to your venue.

As an additional treat, an LA Pro Team artist will arrive at your venue after the meal. they will set up a professional make-up station and will look after touch-up's for not only you and your bridal party, but also your guests! This service is complimentary.

We at LA White take pride in the knowledge that our artists are there to ensure the bride feels relaxed, and as beautiful as she looks, and of course that those special memories of the day begin with us! Find out more at our web site or email us at info@lamakeupacademy.com

wedding belles
service



creation, it's about feelings of wonder that you can't express in words, but they make your very being come alive...

DOMINIQUE MONCONCOURTOIS,
INTERNATIONAL CREATIVE DIRECTOR OF MAKE-UP, CHANEL



airbrush make-up

LA Make-Up offer introductory airbrush workshops that are specifically designed to enhance your make-up artistry skills for beauty, fashion, film and television. You will cover flawless foundation, colour layering, creating and covering tatoos along with the latest industry techniques. LA Make-Up provides all products, tools and supplies for your class. No prior experience is required.

COURSE DURATION

Two Day Course

advanced airbrush

PREVIOUS EXPERIENCE ESSENTIAL

We also offer advanced customised courses and individual sessions for make-up artists that are not only looking to improve their air brush skills but also to educate on the very latest industry techniques

COURSE DURATION

Two Day Course



2 day intensive hair styling course

LA Make Up offer a Two Day Intensive Hair Styling Course. This course is aimed at the make up artist looking to extend his or her services. Hair styling is a valuable tool to add to your trade and in the world of make up artistry can prove invaluable.

This two day intensive course will cover a large range of professional styles and techniques to include, blow drying with various finishes, GHD curls and styles, styling for photographic sessions, bridal, high fashion and avant garde styling demonstrations. Breakdown and practical sessions will take place throughout both days. This course also incorporates the importance and understanding of the tools of the trade. Previous experience is not required for this course. LA Make Up Academy will provide all tools and product required.

COURSE DURATION

Two Day Course

Time: 10.00am - 4.00pm



terms & conditions of enrollment

Fees & Enrolment

- 1 A student is accepted for enrolment on and subject to the condition that the student will attend on the date (the commencement date) and at the time specified in the confirmation letter which will be sent to the student upon receipt of the completed application form together with the correct registration fee.
 - 2 Deposits are not refundable but shall be credited against the course fee.
 - 3 The balance of the full course should be paid ten days prior to the commencement date. In relation to Module's 1 & 2 payment in full should be made on the start date of the Module. In certain cases payment for Module 3 may be paid by instalment where specifically agreed between the Academy and the Student in writing.
 - 4 The directors of the Academy reserve the right to change the commencement date of courses subject to availability.
- All cancellations for Courses must be made one month before the course start date. Minimum cancellation fee for all courses started is €800.
- 5 All fees quoted attract and are inclusive of VAT at the current rate. All fees must be received by the Academy without deduction.
 - 6 Fees are not refundable if the course is interrupted or cancelled through an act of God or Terrorist act.
 - 7 Students will not be accepted on the commencement date unless full payment of fees is made in relation to Module 1 and Module 2. A receipt for Registration fee will be sent with the letter of confirmation.
 - 2 As all courses are of a continuous nature no allowance for lateness or absenteeism will be made except with prior consent of the Directors who also reserve the to dismiss any student from a course from by giving said student 7 days notice of said dismissal. The decision of the Directors of the Academy in such matters will be deemed final.
 - 3 Students will need to practice upon one another during courses.
 - 4 The name LA Make-Up Academy may not be used in any form of advertising whatsoever including advertorial.
 - 5 These conditions shall form the entire basis of the contract between the Academy and the Student. Only the Directors of the Academy shall be authorised to alter or waive any of the aforementioned conditions.
 - 6 LA Make-Up bears the right to the use of student images for a duration of 45 years.
 - 7 The academy will be closed on all public holidays for the Republic Of Ireland.
 - 8 Students may be asked to source models from outside the academy to work on during class.
 - 9 In the event that a student is absent for three consecutive days and in the absence of a Doctors Certificate, the Student may be expelled at the discretion of the Directors of the Academy.
 - 10 In the event of a Student being absent from a class, two other students may have to practice on one model.
 - 11 During Photoshoots, the Academy is not responsible if the Model fails to attend.

Hours

Course hours can be varied at the discretion of the Directors of the Academy without prior notice.

Attendance

All students must hold a 98% attendance rate in order to receive their Certification from LA Make-Up Academy. In the case of continual lateness or absenteeism, students will not be eligible or entitled to attend or transfer to any alternative course dates

General

- 1 It is regretted that due to the possibility of copyright infringement the use of video camera and audio recording equipment is not permitted.
- 12 The Academy reserves the right to change the course commencement date and will give reasonable notice of such change to the students.
- 13 If a Student becomes pregnant and is unable to complete a course, a Medical Certificate from the Students Medical Attendant will be required before the balances of the fees are refunded.
- 14 Make-Up used on the courses, remains all all time the property of the Academy
- 15 Video security cameras are in operation at all times.